

Advertising Check List

1. Have you checked the demographics of the population in your market area and familiarized yourself with the area by studying an outline of the area on a map?
2. How do you plan to reach your target market with announcements and advertising materials?
3. What newspapers best cover your market area? What local editions of the newspaper would you use to maximize the market penetration in your area?
4. Have you considered other advertising media such as direct mail, shopping newspapers, cable TV, billboards and the Internet?
5. Is there a popular local radio station where your potential customers live? Have you checked their rates?
6. Is there a mailing list available for your area? Have you checked under *Mailing Services* in the Yellow Pages? Would it be practical to make up your own mailing list? Can you do it using the telephone book or reference sources from the library?
7. Have you investigated other means of distributing advertising pieces such as including them with home delivery of newspapers?
8. Does your business name advertise your business? If you have not yet chosen a name or business slogan have you considered how to use them to promote your business?
9. Have you thought about the signs for your business location? Are they located where they attract attention? Do they say something about the type of business you are operating?
10. Have you considered a common theme and logo for your signs, business stationary and business cards so all advertising promotes a consistency in your message.

11. Have you given thought to what you are going to advertise? What message do you want to bring to customers that will attract them to you rather than your competition?
12. Have you set up an advertising budget for both the opening campaign and for ongoing advertising expenses? Does the budget detail the type of advertising and timing?
13. Have you considered telephone campaigns in the business neighborhood to let people know you are open for business?
14. Have you thought how to make your Yellow Pages ad more attractive than the competition? What about using color or a unique design?
15. Have you sought free publicity for your business by working with local organizations to use your product or services and by becoming involved with their local activities?
16. Have you written a unique publicity story about your business and taken it (along with pertinent photographs) to your local newspaper?
17. Have you studied several different newspapers (some in other regions of the country, if possible) to get advertising ideas that are different?
18. Have you sought advertising ideas and cooperative advertising financial assistance from your suppliers?